

JOINT STATEMENT ON KEY PRINCIPLES OF SOCIAL NETWORKING SITES SAFETY

Because improving internet safety for children is a critical public policy objective, Facebook and the Attorneys General agree to the following principles:

PRINCIPLE: Providing children with a safer social networking experience is a primary objective for operators of social networking sites.

I. ONLINE SAFETY TOOLS

PRINCIPLE: Technology and other tools that empower parents, educators and children are a necessary element of a safer online experience for children.

PRINCIPLE: Online safety tools, including online identity authentication technologies, are important and must be robust and effective in creating a safer online experience, and must meet the particular needs of individual Web sites.

- The social networking site will participate, with support of the Attorneys General, in an industry-wide Internet Safety Technical Task Force (“Task Force”) devoted to finding and developing such online safety tools with a focus on finding and developing online identity authentication tools. This Task Force will include Internet businesses, identity authentication experts, non-profit organizations, and technology companies.
- The Task Force will establish specific and objective criteria that will be utilized to evaluate existing and new technology safety solutions.
- The social networking site will provide adequate resources to ensure that all reasonable efforts are made to explore and develop identity authentication technologies.
- The social networking site will designate a senior executive to work with the Task Force.
- The Task Force will provide the Executive Committee of the Attorneys General Social Networking Working Group (“Executive Committee”) with quarterly reports of its efforts and presentation of a formal report by the end of 2008. The Executive Committee will have continuing access to the Task Force and the designated senior executive of the social networking site.

II. DESIGN AND FUNCTIONALITY CHANGES

PRINCIPLE: Development of effective Web site design and functionality improvements to protect children from inappropriate adult contacts and content must be an ongoing effort.

- The social networking site and the Attorneys General share the goal of designing and implementing technologies and features that will make the site safer for its users, particularly minors. More specifically, their shared goals include designing and implementing technologies and features that will (1) prevent underage users from accessing the site; (2) protect minors from inappropriate contact; (3) protect minors from inappropriate content; and (4) provide safety tools for all social networking site users. These design and functionality changes are set forth in Appendix A.
- The social networking site and the Attorneys General will meet on a regular basis to discuss in good faith design and functionality improvements relevant to protecting minors using the Web site.

III. EDUCATION AND TOOLS FOR PARENTS, EDUCATORS, AND CHILDREN

PRINCIPLE: Educating parents, educators and children about safe and responsible social networking site use is also a necessary part of a safe Internet experience for children.

- The social networking site will continue to dedicate meaningful resources to convey information to help parents and educators protect children and help younger users enjoy a safer experience. These efforts will include the site's intent to engage in public service announcements, promote free parental monitoring software, and explore the establishment of a children's email registry.
- The social networking site shall use its best efforts to acknowledge consumer reports or complaints via its abuse reporting mechanisms within 24 hours of receiving such report or complaint. Within 72 hours of receiving a complaint or report from a consumer regarding inappropriate content or activity on the site, the social networking site will report to the consumer the steps it has taken to address the complaint.
- For a two (2) year period the social networking site shall retain an Independent Examiner, at the site's expense, who shall be approved by the Executive Committee. The Independent Examiner shall evaluate and examine the social networking site's handling of these consumer complaints and shall prepare bi-annual reports to the Executive Committee concerning the site's consumer complaints handling and response procedures, as provided above.

IV. LAW ENFORCEMENT COOPERATION

PRINCIPLE: Social networking site operators and law enforcement officials must work together to deter and prosecute criminals misusing the Internet.

- The social networking site and the Attorneys General will work together to support initiatives that will enhance the ability of law enforcement officials to investigate and prosecute Internet crimes.
- The social networking site and the Attorneys General will continue to work together to make sure that law enforcement officials can act quickly to investigate and prosecute criminal conduct identified on its site.
- The social networking site will establish a 24-hour hotline to respond to law enforcement inquiries. In addition, the social networking site will assign a liaison to address complaints about its site received from the Attorneys General. The social networking site will provide a report on the status of its response to any such complaint within 72 hours of receipt by the liaison.